

# What is PFEW?

Pennsylvania Free Enterprise Week is an intensive program that educates high school students about the American free enterprise system. Bringing motivated students together with business people from throughout the state, this unique concept in learning has enhanced the lives of more than 30,000 young adults for over three decades.

During PFEW, participants not only learn to appreciate our free enterprise system, but they also see from a practitioner's perspective what it takes to be successful in an increasingly competitive global marketplace. Student "companies" simulate the actual operation of their own business for the equivalent of three years. Facing all of the decisions that real executives are confronted with, the student companies are mentored by dedicated business volunteers who serve as "Company Advisors." Sharing their knowledge and expertise, Company Advisors address the most significant issues facing business today in straightforward, informal discussions with students. Accentuated by motivational speakers and interactive learning exercises, this one-of-a-kind program furnishes a "real-life" educational experience for eager students. Scholarship winners grasp the value of teamwork, cooperation and leadership and are provided with an invaluable opportunity to develop communication skills.

## The Role of the

## Company Advisor...

As a Company Advisor, you will spend the week with a group of 16 to 18 students in a "company," the primary building block of PFEW. Your responsibility is to help the students organize and assemble information so they can make sound business decisions, without making those decisions for them. This is accomplished by understanding the business simulation, highlighting important facts on quarterly financial reports, and by asking questions which will stimulate the students' thought processes.

Your company will operate for 12 business quarters, facing challenges such as determining selling prices, marketing

# Company Advisor Response Form

## IMPORTANT FACTS:

- Company Advisors are lodged at their company's expense in a hotel situated near the campus. All PFEW volunteers enjoy a preferred daily rate at the host hotel. More affordable rooms are available in the college's apartments.
- All lunches are provided, as is dinner on the first, second, third and final day. Continental breakfasts (Danish, fruit, juice, coffee) are available each morning – several meals are the responsibility of the Advisor.
- Casual clothes are appropriate for most activities (shorts, polo shirts, etc.). There will be a banquet on Friday evening at which business attire (suits/dresses) will be appropriate.

**WHERE:** LYCOMING COLLEGE; PENNSYLVANIA COLLEGE OF TECHNOLOGY, WILLIAMSPORT, PA

**WHEN:** Week I: July 7-14 Week II: July 14-21 Week III: July 28-Aug. 4 Week IV: Aug. 4-11  
Training Session I: May 25, 2012 (Erie) June 1, 2012 (King of Prussia)  
Training Session II: Week I: July 7 Week II: July 14 Week III: July 28 Week IV: Aug. 4

(over)

costs, production, research and development, stock options, a variety of activities in which you will participate with your company. This format gives students a sense of teamwork and camaraderie which grows stronger as the week progresses. Please keep several very important things in mind. First, you will be well informed on all aspects of the program prior to your week at PFEW. Second, you need not have a particular background or area of expertise to be a very effective Company Advisor, only a sense of caring and concern about young people. Be assured that a PFEW staff member is always available to assist you in your effort to maximize the benefit of this program for your students.

## Preparation for Company Advisors...

- A preliminary one-day training session will be held to provide you with a clear understanding of PFEW and what your role will be. This training will be held once in the western portion of the state and once in the east. During this training session: You will receive an in-depth presentation concerning your role in the program, and, be given the guidelines and schedule for the week;
- Company Advisors from previous years will give you their perceptions of the program, discuss their experience, and answer any questions you may have;
- The business management simulation will be explained and a written manual will be distributed covering all facets of the exercise.

A second one-day training session will be held the Saturday that your PFEW session begins in Williamsport, Pennsylvania. During the day you will:

- receive all necessary details for a successful week;
- practice the management simulation;
- review your role as a Company Advisor.

Daily staff meetings during your week will supplement the information you receive at the training sessions.

The Foundation for Free Enterprise Education  
proudly presents

# PENNSYLVANIA FREE ENTERPRISE WEEK

*excellence in learning*

## COMPANY ADVISORS 2012 PENNSYLVANIA FREE ENTERPRISE WEEK

3076 West 12th Street, Erie, PA 16505-3857

I would like more information about becoming a Company Advisor.

I would like to be a Company Advisor for PFEW 2012.

### Week I

July 7 - 14

### Week II

July 14 - 21

### Week III

July 28 - Aug. 4

### Week IV

Aug. 4 - 11

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

County \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_ E-Mail \_\_\_\_\_

**FOR MORE INFORMATION, CALL (814) 833-9576 • WEBSITE: [www.pfew.org](http://www.pfew.org) • E-MAIL: [info@pfew.org](mailto:info@pfew.org)**

**FAX (814) 833-9850 OR**

**CLIP AND MAIL**

To find out more about the program,  
log on to [www.pfew.org](http://www.pfew.org). Register  
online now, too!

Light the  
path to  
the future...  
Be a Company Advisor  
for Pennsylvania Free  
Enterprise Week 2012!

Company Advisor Jim Williams, ASSETS Montco (ret.), poses with his team at PFEW 2011.



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# PENNSYLVANIA FREE ENTERPRISE WEEK

*excellence in learning*

Make a  
**difference** in  
tomorrow's **future.**

*These business people invested a week of their lives as  
Company Advisors for PFEW 2011! Come join them in 2012!!!*

